

UNIVERSITI TEKNOLOGI MARA

THE EFFECTIVENESS OF ADVERTISING CAMPAIGN
IN ENCOURAGING STUDENTS AND STAFF OF UITM
TO PROMOTE THE INDUSTRY-UNIVERSITY
COLLABORATION THROUGH INDUSTRY, COMMUNITY
& ALUMNI NETWORK (ICAN)

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Research Field: Advertising ; Awareness Campaign

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INTRODUCTION

Universities and industry have been collaborating for over a century, but the rise of a global knowledge economy has intensified the need for strategic partnerships that go outside the traditional funding of different research projects. World-class research universities are at the front line of pioneering such partnerships. They are designed to run longer, invest more, look farther ahead and polish the competitiveness of companies, universities and regions. In short, they transform the role of the research university for the 21st century, put in it as a vital centre of efficiency to help tackle social challenges and drive economic growth.

But it's a big jump. It requires each side to engage far beyond the conventional exchange of research for funding. When they work well, strategic partnerships merge the discovery-driven culture of the university with the innovation driven environment of the company. But to make the chemistry work, each side must overcome the cultural and communications divide that tends to affect industry- university partnerships of all types and undercut their potential.

As indicated by Malaysia's Deputy Prime Minister Tan Sri Muhyiddin Yassin (Academia-Industry Partnership Important To Economic, Social Development, May 10), it is said that forging such alliance could be a challenge because universities and the industry were driven by different incentive systems. Universities were primarily driven to create new knowledge and to educate in support of their core roles whereas industry and business were focused on capturing valuable knowledge that could be leveraged for competitive advantage. This, was compounded by the fact that collaboration between universities and industry was on a voluntary basis, hence, the collaboration would depend on anticipated benefits and the bargaining positions of the parties.